

2014 EDITION

FROM RESUME TO WORK

**How to get your resume to help
you find a job faster than it has
ever done before.**



C. EDWIN GILL

From Resume To Work

By C. Edwin Gill
Published by GudeJob.com

From Resume to Work

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Your Free Gift

In this book, From Resume to Work, I share with you the 10 challenges to watch out for on your resume and how employers are now looking at each challenge as a potential landmine in your business character which gives them another reason to pass on your resume. I then share a pet peeve of the most anal of employers called the dangling resume.

As a way of saying thank you for your purchase I would like to offer you a free compliment to this book called 5 Fixes to the Dangling Resume.

5 Fixes to the Dangling Resume provides you with five ways to correct the dangling resume thereby saving you from getting passed over for that particular landmine. It is a part of my developing Solutions Series in which I share step-by-step solutions to a particular issue.

Your free gift comes as a PDF download. It is a resource of over 25 pages that includes detailed steps along with screenshots of how to fix your dangling resume problem. I again want to thank you for your purchase. [**You can download this free offer by going here.**](#)

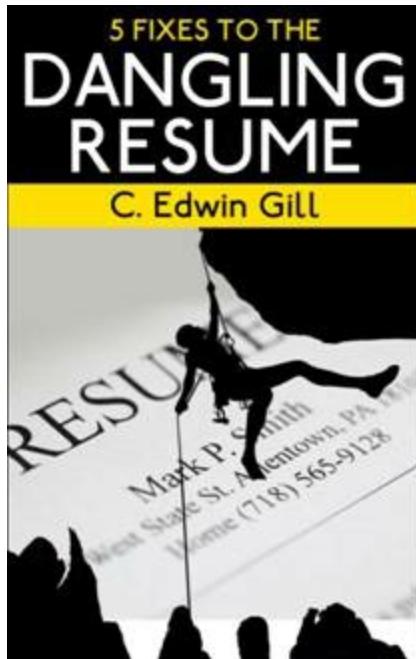


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INTRODUCTION

You have your resume in hand and you're looking for work, so what do you do? Send it out to potential employers, right? True, but before you do you may want to know that this book, *From Resume to Work*, has some extremely important experiences to share with you to help your resume put you to work faster than it has ever done before.

From Resume to Work is published by *GudeJob.com*, where our motto is, "Don't just do a job, do a GUDE job!" Our goal is show you how to get the employer to absolutely, positively, and undeniably fall in love with your resume every time by making the right connection with him or her.

After you read this book, listen to it, and then put into practice the strategies which are sure to move you *From Resume to Work*.

How many resumes should you send out before you get that first response: 10? 20? 100? Recent studies show that unless a person has a specialized skill for a high-demanding job, it usually takes 25 to 50 resumes before you can expect your first response, a two-to-four percent response rate. And by a response we mean that the employer loves your resume and wants to connect with you to follow up about it.



This is not unusual. In today's economy with massive layoffs, a growing workforce, and access through technology, employers are squeezed for time and resources when it comes to searching for candidates. One job posting could yield 100 responses or more, so finding the right person is often like searching for a missing piece to a huge jigsaw puzzle. Your job (and ours) is to make it easier for the employer to select your resume above all others.



Did you know that 97%
of all resumes are rejected
on their first pass?

GudeJob

You Have The Advantage

Using this book gives you an advantage over every other job seeker who does not have this resource. It was developed with the assistance and input from human resource professionals, job developers, hiring managers, head hunters, employment psychologists, employment agencies, business owners, non-profit professionals, and managers in government with over 40 years experience of hiring people across multiple industries. Many of these professionals continue to stay on the cutting edge of hiring practices and trends in the marketplace.

In addition, portions of this material were developed for use in job workshops and seminars where employers were instructed on effective methods of hiring the right person. In short, you have a powerful tool that when used correctly will yield a definite increase in your resume response rate.

Taking Some First Steps

The first step in preparing to use this material is to make sure that you have your resume and cover letter up to date. Produce what you will use as your finished product and make sure that you are satisfied that it is polished and ready to send out. It is always best to have another set of eyes look at your resume. Even if writing resumes is your thing, it is important to get as much constructive feedback as possible.

Once your resume and cover letter are completed and ready to go, write *TEMPLATE* on them. That's right. What you thought was your final, finished product serves only as your template for the purposes of this book. Remember that no resume is ever static if you want to increase your resume response rate and make the transition from resume to work. Therefore, your second step is to let go of the notion that a single version of your resume will work for any and every job posting.

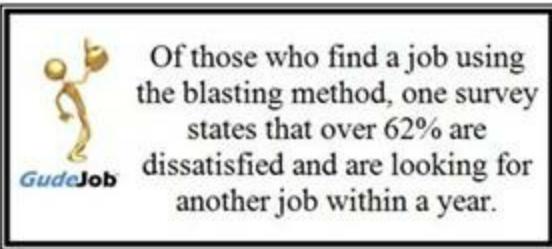


The third step in using this material is that you must prepare yourself to slow down your resume campaign. This may mean applying for fewer positions than you have in the past. This notion is contrary to the job hunting method that too many job seekers are relying on today: *the blasting method*.

The blasting method is where you send out a standard resume and cover letter to practically any and every job posting that even faintly resembles what you might want to do for a job. This method has increased over the years as more people enter or re-enter the workforce, and continues to be used more often as the time it takes to find a job increases from weeks to months to years.

Employers now are getting more savvy to blasters and will pass over their resume for one that employs the strategies outlined in *From Resume to Work* because blasters are now being seen as desperate, inconsiderate, lacking

attention to detail, and impersonal, among other things. Remember that employers are looking to make a connection with their next employee when sifting through resumes. Another downside to blasting is that you may eventually get a response to your resume for a job you have to settle for rather than the job that you really want.



So when going through this material understand that your finished resume is just the starting point, that no single resume will work for any and every job, and that blasting your standard resume and cover letter is not the cure-all to finding the job you really want.

What You Can Expect

As you implement the techniques outlined throughout this book you will not only understand why your resume had such a low response rate, but you will also begin to experience an increase in employers desiring to connect with you because of how you are now connecting with them. The strategies in *From Resume to Work* have made a success story out of many job-seekers, and the same can be done for you too.

From Resume to Work covers the three essential areas needed to increase your resume response rate: understanding why resumes get rejected, knowing how to answer the employer's questions before they ask, and finding the best ways to connect with the employer.

Why DO resumes get rejected? First of all, you may think you know why your resume is not connecting with the employer, but there is a growing trend among employers and employment agencies that have been fueled by psychologists in the employment industry. This trend offers some explanation as to why more and more resumes are being rejected.



If you do a Google search on human resources and psychology you will find links that show how psychologists are now more involved in employee screening. *From Resume to Work* helps you to avoid the pitfalls that these employment psychologists have created for the applicant.

Second, *From Resume to Work* helps you to answer one of the top questions on the employer's mind before they ask it: *What are you doing now?* This is key because an employer would prefer to not make the effort to contact you and ask what you are currently doing and instead go on to someone who has already answered that question for them. This material shows you ways you

can always answer this question regardless of your present situation.

Third, this guide explains the number one principle you need to get your resume responded to that over 95% of job seekers are not using today. This is the principle of connecting with the employer. Most people think that unless you know the employer or are referred to them by a friend, you really don't have a chance to make a connection with them. This is not true! *From Resume to Work* will show you the motivation behind the job posting and lead you through strategies you need to make that connection with the employer.

After covering the three essential areas to increase your resume response rate, you are provided with checklists that you can print out and use before applying for each job. It is our goal for you to begin to see job postings from the perspective of the employer and know how to respond to them so that they will respond to you. In other words, move you *From Resume to Work*.

Introduction Points

Point 1: Unless you have specialized skills for a specialized job, don't be surprised if you have about a two-to-four percent response rate from your resume submissions.

Point 2: This book walks you through the process of making it easier for the employer to respond to your resume.

Point 3: Your finished resume and cover letter are just the starting point for the purposes of this book.

Point 4: Do not expect a single resume to work for any and every job.

Point 5: Relying on the blasting method is not the cure-all to finding the job you really want.

Point 6: This book helps you in three areas: identifying why resumes get rejected, answering the employer's question about what you are doing now, and showing you how to connect with the employer.

Point 7: When you implement *From Resume to Work* strategies, expect to increase your resume response rate.

RESUMES THAT GET REJECTED

After you have worked hard to develop a perfect resume you send it out and don't hear anything back. Why is that? Has your resume been received? Was it lost in cyberspace? Was the recipient on vacation? Probably not. Not hearing back from a resume submission is usually a clear sign that it was rejected.

No one likes rejection, especially when it comes to their resume, the essence of their entire educational and working life boiled down to one piece of paper. So why was *your* resume rejected? Resumes are rejected for a variety of reasons, but primarily fall into one or more of the five rejection categories which can be called *The Five Not's*:

One: Not Following Instructions

Two: Not Correcting a Challenging Resume

Three: Not Checking the Resume (and Cover Letter) Again

Four: Not Meeting Minimum Qualifications

Five: Not Being Present

1. Not Following Instructions

A large number of job-seekers are unaware that there is a growing trend among employers to “test” applicants before they even submit their resume. This trend has been fueled by employment psychologists who are helping employers find the right candidate as efficiently as possible.

Employers are being trained to give a few simple instructions in their job postings to candidates, usually in the “How To Apply” section of the posting. If the candidate follows the instructions exactly as it is outlined in the “How To Apply” section, it has a tendency to mean that the applicant pays attention to detail, has a higher level of perception, and knows how to follow instructions. If a candidate does not follow the instructions, employment psychologists urge the employer to reject the resume no matter how good it looks because this candidate might be dull, dimwitted, or even arrogant. At the very least the candidate does not follow instructions well and does not pay attention to detail.



One employer gave applicants a number pattern: abcd1234efgh5678 and told them to write the last four letters of this pattern on their resume when applying. He reported that 28% of respondents followed his instructions, and of those that did, only 62% of them got it right.

For example, the illustration below is an actual job posting for a Facilities Manager for a Lutheran Church. In the second section the applicant is given specific instructions to email their one page cover letter and resume, send two professional references, and make sure that the job title, “Facilities Manager,” is in the subject line.

[Reply](#)mnadell@bethells.org[flag](#)[miscategorized](#) [prohibited](#) [spam](#) [best of](#)

★ Facilities Manager (cupertino)

About: Bethel Lutheran Church and School has served the South Bay for more than 50 years through ministries for children and youth, adults, and seniors. Planted in the heart of Silicon Valley, the Bethel community seeks to grow in relationship to God and to all people through worship, study, and service to neighbors both near and far. Bethel Lutheran School's mission is to actively engage students in a strong academic and enrichment curriculum with the goal of developing the fundamental skills and unique talents of each student. Bethel is currently seeking a Facilities Manager to join our team.

To Apply: Please email a one-page cover letter and resume, highlighting relevant skills and background for the position to mnadell@bethells.org with "Facilities Manager" in the subject line. Please provide two professional references. Submissions without cover letter or references will not be considered. Due to the volume of applications, we regret that we cannot respond to each individual applicant. No phone calls please.

Classification: Full-Time, Benefited, Exempt Position

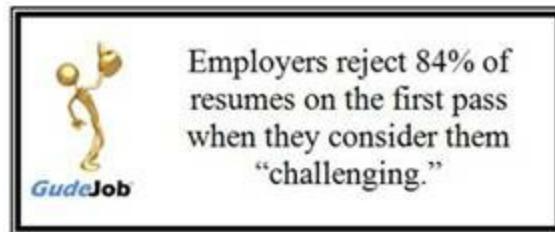
In the past, employers would still review resumes that did not necessarily follow each instruction; however, employers today are encouraged to reject resumes of candidates who do not dot their *i*'s and cross their *t*'s.

Question: Would you try to contact the employer above by phone if you saw their number in the job ad? *Answer:* Absolutely not. In the "To Apply" section the employer specifically asks not to contact them by phone. Some employers give similar instructions and do, perhaps inadvertently, list their phone number. If a job applicant calls anyway employment psychologists have urged employers to put them on the "Do Not Hire" list. (Even so, there has been at least one case where the employer did ask candidates not to call but did place their phone number in the job posting. It was a sales job, and the candidate who called anyway got the job for being persistent. But this is the exception rather than the norm.)

So you the applicant must now pay special attention to any job posting that requests you to do specific tasks. It is, more than likely, a test to screen out applicants.

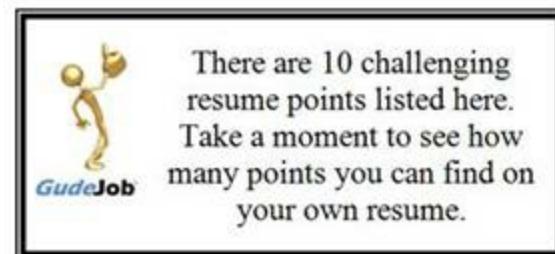
2. Not Correcting a Challenging Resume

When an employer receives your resume the first thing they look for is whether or not the resume is challenging; i.e., is it aesthetically pleasing to their eyes? Is the font large enough? Is the font too large? Is it crooked? Is there something missing? Can I see everything on one, or at most, two pages? Is it inviting? If the resume is challenging, if their first impression is that something is wrong, then there is a very high probability that it will be rejected on the first or second pass.



Employment psychologists have earned their keep by giving employers a psychology behind challenging resumes and point out that each challenge may mask a trait about the applicant that the employer should seriously consider when selecting a candidate.

An example of a challenging resume is illustrated below. On this resume are ten of the most common challenges that these employment psychologists are instructing employers to watch out for. If your resume is guilty of any of these challenges it could be the reason why the employer hasn't connected with you as a serious candidate for employment:



1	Eric Flowers	
	7613 – 15 th Street, Oakland, CA 94621	
2	(510) 555-1212	
	stupidme23@oakmail.com	3
	Summary	<ul style="list-style-type: none"> Demonstrated achiever with exceptional knowledge of international markets, business practices, and trade regulations. Strong marketing and finance background combined with fluency in several languages, including "Advanced Level" U.S. State Department certification in Russian Language Reading Comprehension.
5	Enthusiastic and experienced in overseas travel.	4
		6
	Education	
	Masters Degree in Russian & East European Studies <i>Oak Tree University, Washington, D.C.</i>	2010
7	B.A. Degree in Foreign Languages <i>Elm College, Coral Gables, FL</i> Concentration in Russian, Spanish, French, & Italian; graduated cum laude with 3.8 G.P.A.	2008
	Career History & Accomplishments	
8	Assistant to the Director of Business Development, <i>Fabrikam, Inc.</i>	2010-2015
	<ul style="list-style-type: none"> Worked directly with Director of Business Development and Director of Strategic planning of this large, publicly-traded provider of home healthcare services. 	
9	<ul style="list-style-type: none"> Researched and wrote marketing, financial, and feasibility reports concerning new business acquisitions and acquisition prospects. Prepared corporate financial reports and service contracts for the CFO. 	
	Memberships & Affiliations	
	<ul style="list-style-type: none"> Founding member of the Former Soviet Union Florida Chamber of Commerce Member, American Association for Advancement of Slavic Studies Member, World Affairs Council 	

10

1) The name does not stand out. If your name is small and unassuming an employer might not remember your name or your resume. Psychologists tell employers that unassuming candidates may have low self-esteem issues or may be trying to hide something about a negative personality trait. Be sure to make your name stand out at least a little by making the font size larger than the rest of the text or changing the font style.

2) Minimal or unidentified phone contact. In this case there is only one phone number with no reference to it. Employers are told that the more contact information the applicant provides the more stable the candidate tends to be. If your only phone contact is not labeled the employer may hesitate contacting you (at least by phone) because they do not have a clue how the number connects to you. You should list your cell phone number, a home phone number, and (believe it or not) a personal fax number, if possible. And always identify the numbers that you provide.

3) Use of a crazy email address. Your email address says a lot about you to an employer. Employment psychologists warn employers that candidates that use an email address with a handle like stupidme23 or dawg4life or anything alluding to profanity is an indication of how the candidate could tarnish the reputation of the employer and the company. Get another email address. The most powerful type of email address is one with your full name on it such as billsmith@mymail.com.

4) Non-uniform paragraphs. Paragraphs that are supposed to run through the end of the page and don't leave an emptiness in the minds of employers that something is missing. Psychologists tell employers not to ignore this feeling and to pass on the resume. Make sure that your paragraphs fill up the section appropriately. In Microsoft Word one method is to use the Show/Hide (**¶**) button to make sure that you did not accidentally split a paragraph.

5) Missing Bullet Points. Leaving a bullet point missing can send a signal to the employer that your technical skills may be lacking. Employers are instructed to look for inconsistencies in a person's resume where their **Skills** section says they are proficient in Microsoft Word but leave out something as small as a bullet point in a paragraph. Psychologists say that inconsistencies such as these may reveal that the candidate is careless with the truth or just plain careless. Take a moment to highlight the section where you want the bullet points and turn the **Bullets** tool on so that each paragraph is bulleted.

6) Use of extra space. Using extra space purposely or accidentally causes the employer to think that you are trying to pad your resume to make yourself look like you have more to offer than you really do. Psychologists tell employers to give resumes with extra spacing more scrutiny, especially when doing employment and educational background checks. Spacing should be consistent and the maximum spacing between paragraphs should be a single line space.



Candidates with resumes that are padded with extra spaces are almost always offered the lower end of a salary range.

7) Inconsistent indentation. When the alignments of your paragraph are not consistent the employer now wonders if inconsistencies on your resume are a reflection of an underlying inconsistent work pattern. Employers who especially need someone to write reports are warned by employment psychologists to look out for these types of inconsistencies on a resume. Make sure that if you indent one paragraph you indent them all.

8) Inconsistent Font usage. This sends a signal to the employer that you might not have worked on your resume yourself. Even though this is ok in general, you have the overall responsibility for your resume being perfect and submitting a resume with varying font usage fuels the psychologist's suggestion to the employer that you might be someone who allows stuff to fall through the cracks. To make sure that you don't receive this label you could highlight your entire resume (Ctrl+A) and choose one font. If you use a second font on your resume be sure that you use it consistently throughout your resume (i.e., your titles or subcategories).

9) The Lonely Bullet Point. Employers agree with employment psychologists that this is just plain laziness. Why would a bullet point ever want to be all alone on your resume? Either delete the blank bullet point or add in appropriate text for it, but never leave it alone on your resume.

10) A short resume. Employment psychologists tell employers that if a candidate cannot say enough about himself or herself to fill up at least one page of their resume then they have lived a shallow life, have very little real business experience, or may be running from the law. Always make sure that you say enough about yourself to fill up at least an entire page. There are a number of places to go if you need resume assistance. You can search Google for Free Resume Writing Help, contact a career counseling center at a local college or university, or look for a job placement center at your church or other non-profit organization to help you include pertinent experiences, training, and skills on your resume to fill up an entire page.

Another resume issue which is not necessarily considered a "challenge" by employment psychologists, but rather a pet peeve for the more anal employers among us, is the *dangling* resume (see below).

- Produce monthly reports for all application data processed.

EDUCATION, TRAINING & CERTIFICATION:

- *College Of Lake County*, Grayslake, Illinois (2013). General Education courses.
- *Oakton Community College*, Des Plaines, Illinois (2003-2004). General Education courses.
- *Illinois State University*, Normal, Illinois (1996-1999). Supply Management and Purchasing.
- *Department of the Navy*, San Diego, CA (2011). Simplified Acquisition Procedures coursework.
- *Department of the Navy*, Alameda, CA (2011). Navy Supply Purchase Card Program.
- *Supply and Fiscal Support Management School*, New Orleans, LA (2006).
- *Certificate of Appointment/Contracting Officer*, (February 2012).

JOB-RELATED SKILLS:

- Computer Skills – Microsoft Word, Excel, and Outlook; research over the internet.
- Office and Operational – Calculators, typewriters, forklift (4k, 6k, and 10k).

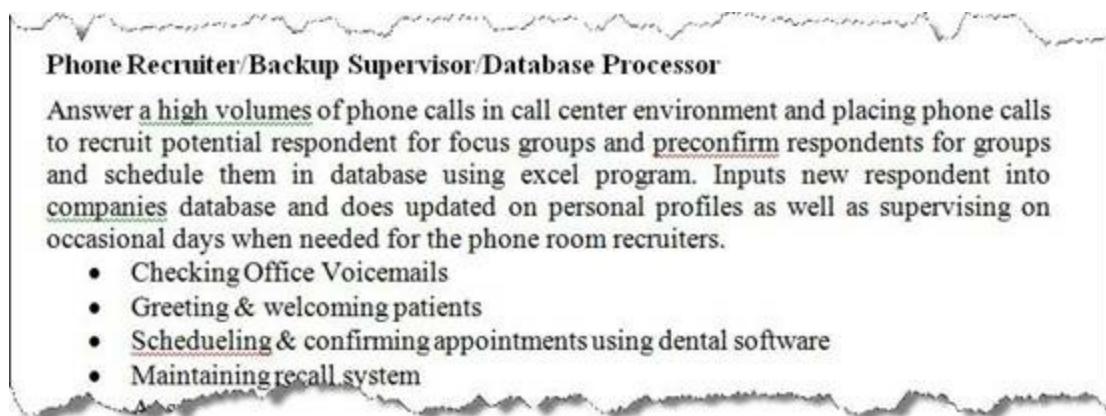
The dangling resume is a resume which has just a few extra lines of the resume all by themselves on another page. While most employers don't mind having to deal with the few lines of text on another page, a growing number of employers are finding the dangling resume annoying. You should therefore make it a point to do all that you can to eliminate those extra dangling lines on that last page. (To get the free book, *5 Fixes to the Dangling Resume*, [go here](#).)

Although you may argue that how employment psychologists interpret challenging resumes does not reflect your character at all, the problem is that once the employer takes note of the psychology associated with resumes it becomes almost impossible for them not to associate your challenging resume with a particular character trait. Unfortunately, your resume would then be rejected. However, employing the techniques in *From Resume to Work* helps you eliminate the challenging resume.

3. Not Checking the Resume (and Cover Letter) Again

Check your resume and cover letter for spelling and grammatical errors. After you finish checking it, check it again. At minimum you should give your resume and cover letter a third pass before sending it out. Be sure to set your resume and cover letter aside for a day or so before the final pass. Employers are offended when they receive a resume and cover letter with spelling or grammatical errors. If a person presents themselves in a careless manner they could represent the company in the same way.

If after you have completed your resume using Microsoft Word you see little squiggly red or squiggly green lines under words (see the illustration below), that is an indication that you might have spelling or grammatical errors in your resume.



Resumes containing blatant errors are almost certainly rejected. Don't just rely on spell check but enlist the help of a friend who knows how to proofread documents. Email your resume to them not only for them to proofread but also so they can see if it prints out as you intended.

Unless you are instructed to send your resume in a certain format, it may be a good idea to create a copy of your resume in PDF format so you know how it will look once the employer receives it and prints it out.

Another reason to check your resume and cover letter again has to do with identifying inconsistencies between the two. While most people check their resumes and cover letters for spelling and grammatical errors, too many forget to check for consistency between their resume and cover letter.

For example, if your cover letter states that you have three years experience as an Administrative Assistant but your resume shows that you only have one, that is an inconsistency that will most likely get your resume booted

from the selection process.

Therefore, always do a “fact check” between your resume and cover letter. Fact-checking also applies to email responses and your resume. Be sure that whatever you say to an employer via email is consistent with what is stated on your resume because employers often attach email correspondence to resumes.

4. Not Meeting Minimum Qualifications

When an employer states *Minimum Qualifications* on a job announcement they are sending out a signal that probably indicates a number of issues: 1) they have been burned in the past by an employee who did not have the skills necessary to meet the job requirements; 2) they do not have the time to waste on candidates who do not meet certain qualifications; and, 3) there have been legal issues surrounding past hiring practices and the company does not want to run the risk of being sued.



Whatever the case, the company is letting applicants know that they only want those who meet their requirements to apply. If you know that you do not meet the minimum qualifications don't waste your time applying for the position and move on to a position where you do meet the minimum qualifications. This is also true if you have to stretch your qualifications too much to fit into the job. If you are unsure whether or not you meet the minimum qualifications your time would be better spent applying for a job where you are absolutely sure that you meet all the minimum qualifications. However, if you have cross-over skills like knowing Word for the PC for a job requiring Word on a Mac, then go ahead and apply.

To make this point, let's say that a company is hiring for an Administrative Assistant for an accounting firm and you have a Ph.D. in microbiology and have worked as a Research Assistant for a university. Should you apply anyway? With the glut of applicants in the job market, employers today are looking for candidates with more relevant work experience. Your first order of business would be to limit your job search to those positions that directly relate to your formal training or work history.

Secondly, if you do apply for positions where you might have to stretch your qualifications a bit, help the employer by explaining to him or her how your skills are transferable to the duties they need you to perform. The more you have to stretch yourself for the position you are applying for the more work you have to do to sell the employer on how relevant your qualifications are for the position. In this example the Ph.D. could spend a lot of time trying to convince the accounting company that they should hire him as an Administrative Assistant, or he could better use the time to look for other Research Assistant positions.

In times past applicants used to send in their resumes assuming that if they did not meet the minimum qualifications their resume could be forwarded to someone else who might need their skills. Today, this is not as effective as before because employers are under a lot of pressure to fill a need quickly.

So do a checklist first of the minimum qualifications to see if there is a match. The more matches you find where you meet all the minimum qualifications, the more opportunities you will have to move *From Resume to Work*.

5. Not Being Present

Employers *always* want to know what you are doing right now. If your resume does not have a "Present" date on it, the employer is left with their own assumptions about you, and compared to the resume that explains what the applicant is doing currently, the "un-Present" resume is usually passed over.

Having "Present" on your resume is like having an unspoken job reference. Sad, but true, the employer's mantra is, "If no one else wants you, why should I want you, too?" If a resume shows that someone has been out of work for an extended period of time and is not currently doing anything relevant to further their career, this sends up a red flag. In the employer's mind they are thinking, "If you are so good, then why don't you already have a job?" They want to know what the problem really is—perhaps you are flaky or stressed or lazy or unreliable, they may think. In any case, there is more of an uphill battle for connecting with the employer if the resume does not explain what the person is presently doing.

It becomes extremely important to send a signal to the employer that you are a desirable candidate currently active in the job market. In our next section, ***You Must Be Present***, you are given four strategies on how to update your resume so that you can use the word *Present*. Remember, this simple word sends a signal to the employer that you are an active participant in the job market.

Rejected Anyway

As stated before, no one likes rejection, especially when it comes to their resume. Unfortunately, even if you avoid all of the pitfalls stated in this section your resume may be rejected anyway. Why? Because there may be other reasons which may not be easily identifiable and that you can do little or nothing about. These include:

- a)** The employer has already pre-selected a candidate and is going through the job search motion to satisfy human resources or other legal requirements.
- b)** The employer has a personal bias against your name, address, school, reference, past employer, etc.
- c)** The employer already knows you and does not plan to hire you for whatever reason.
- d)** The employer plans to keep the position vacant but still has to go through the job search process.

In cases like these it is best not to try to second guess the employer but simply move on and apply for the next job position remembering the techniques you have learned in this book, *From Resume to Work*.

Resumes That Get Rejected Checklist

Point 1: Always follow the instructions given on a job posting, especially in the *How To Apply* section.

Point 2: Look for challenges in your own resume and enlist the help of others to eliminate these challenges.

Point 3: Don't assume that your resume is perfect. Get another set of eyes to help you from being careless on it.

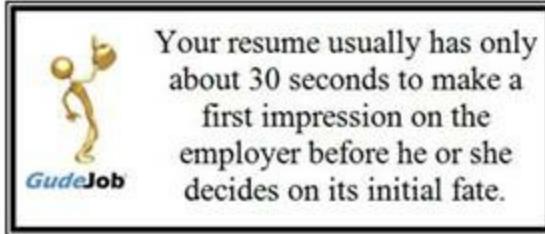
Point 4: Make it a habit of applying to jobs where you know you meet the minimum qualifications. Avoid those positions where you have to stretch your experience to meet minimum qualifications.

Point 5: Always show on your resume what you are presently doing.

Point 6: Following all these points is not a cure-all for your resume being rejected, so stay encouraged and keep pressing forward.

YOU MUST BE PRESENT

Your resume literally has seconds to make a first impression on the employer, so what you don't want to do is to leave the employer with more questions about you than answers.



One question on the employer's mind is *what are you doing now?* They want to know why you are applying for their job. If you are transitioning from a current job then what job are you transitioning from? If you are going to school, then what are you learning and how is it going to benefit them? If you are in your own business, what business are you in and how is it relevant to the position you are applying for now? If you are not working, in school, or in your own business, what are you doing to keep yourself up-to-date in the changing job market?



You must answer these questions so the reviewer can scan through your resume without hesitation and without doing a doubtful double-take. When you list a job or school or business that you are presently involved in it helps keep your resume at the top of the applicant stack. In this section we will look at four ways that you can make sure that the employer knows your

resume is present and accounted for:

First: Present with a job

Second: Present with education or training

Third: Present in your own business

Fourth: Present as a volunteer

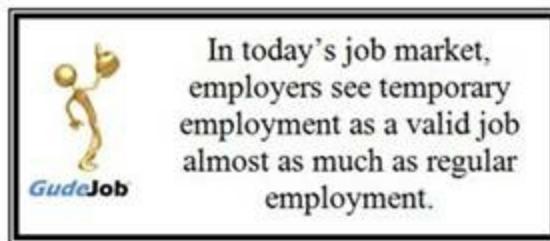
1. Be Present With A Job

The illustration below shows a section of a resume that lists the applicant presently working for another company. Employers like to see this because it shows that the person applying for the position is employable. They also like to see it because they can get a recent job reference if needed. To them, if someone else is willing to hire you then they may be willing to hire you as well. So it is better to begin your search for your next job while you are in your current job.



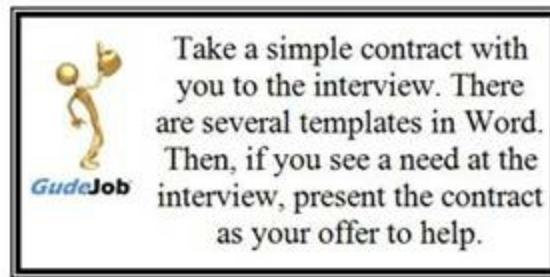
But how can you be present if you are not working now? The first thing to do is to develop a mindset that you are going to find immediate, short-term employment that you will use as a spring board for your permanent job. Here are some suggestions that could help:

a) Sign up to work for a temporary agency. In fact, you should sign up to work for several agencies at a time. Working at a temporary agency is an excellent way to show your next employer that you are active in the job market. Do an internet search for temporary agencies in your area. Find two or three of them in which you hit it off with the recruiter. For these agencies, you should develop a relationship with them by regularly checking in and sending them an update on what you are actively doing to supplant your skills for the job market. You could also let them know of jobs that you have applied for (that you didn't get) and put them in contact with the employer. This way you have an active relationship with the agency.



b) Offer to do contract work. This means that you create a formal

relationship with a company to do a specific job for a specified period of time. You often sign an agreement specifying that even though you work for the company you are not an employee. One way to get contract work is ask for it. For example, when you go on job interviews (or if you just happen to be at a company for whatever reason) if you notice that the interviewer is a little rattled and his office looks disheveled and no one is answering the phone, let the person know that you could help him with a specific need (like filing his papers or answering the phone) until his regular person returns or until he hires someone for the job. In many instances where a person filled a need by contract, that person ended up with a regular full-time job.



c) Accept day labor jobs. Most people think of day labor jobs as manual jobs given to undocumented workers. This is far from the truth. Day labor jobs, oftentimes called "gigs," can be anything from modeling, teaching guitar, designing a web site, tutoring, house-sitting, working as a handyman, translating, cooking, bartending, telemarketing, writing, bookkeeping, painting, dancing, or repairing, just to name a few. These gigs last several hours, several days, or more. Many of them are listed on craigslist.org in the "gigs" section. The key here is to leave your contact information with the person you want to work for and then say something like, "If you ever need help doing what I know how to do, call me, text me, or send me an email. I'll even give you the first hour free. I will check in with you periodically."

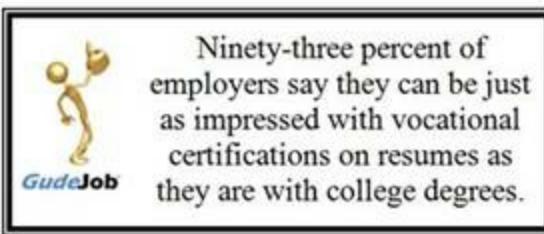
When you land that job with a temporary agency, with contract work, or as a day laborer, put it on your resume. This is what you are doing at present. Be careful how you list a current job if you only started there last week because you may come off as a job-hopper. When you apply for a permanent job you can let the interviewer know that you have accepted a temporary assignment while looking for more permanent employment that you are really interested in. Your reason for applying to their company would be that you are looking for more employment stability.

In the illustration above showing the employment section of a resume, this

person is in fact working under contract for a temporary agency, but by looking at his resume you might not have guessed it. To the employer, this candidate is present—not with a temporary job or a contract job or a day labor job—but with a job.

2. Be Present With Education or Training

Another way to be present with the employer is to show them that you are currently involved with some type of education or training. This would include college, vocational training, certifications, online degree or certificate programs, or other specialty trainings.



One caveat in doing this is how much time and effort you are giving to your education or training and how relevant it is to the job you are applying for or the career path that you are on. If you are taking an online class once a week in basket weaving and you are applying for a job as a dental assistant, placing the basket weaving training on your resume might do more harm than good. It would be better, for example, to take an online class that is a part of a certificate program, thereby you could list the entire certificate program as your present occupation. In the illustration below Carolyn includes her current education which is both relevant to the career she is applying for and appears engaging enough to require her full-time effort.

Carolyn Gill 4096 Piedmont Ave. #347 Oakland, CA 94611 Home: (510) 555-1212 Cell: (510) 555-2112 carolyn.gill@mymail.com		
Profile	Solid background in financial analysis and marketing, with strong emphasis in telecommunications account management. Consistently exceed sales goals and customer service expectations. Experienced in handling international accounts and in presenting results of consortium operations. Skilled in developing and implementing standardized policies and procedures.	
Education	M.B.A. Marketing, Stanford University B.S. Management, University of California, Berkeley	2012 - Present May 2010
Career History	The Phone Company, Large Business Marketing, Oakland, CA <i>Corporate Account Manager</i> <ul style="list-style-type: none">Exceed sales goals by 150% for past two yearsManage five-member account team to serve large business customers	Sept 2009-2012

The education or training that you list does not necessarily have to be some well known university or national vocational or training program. It is just as

acceptable to list training that you are receiving from individuals with certain skills.

For instance, you could list on your resume the training that you are receiving from someone who knows accounting, computers, car repair, or construction. You would simply list the training you are receiving and instead of listing an institution you would list the person (e.g., Internship Training by Bonnie Kwan, Certified QuickBooks Pro Advisor).

To get started search for various types of education or training programs by doing a Yahoo! or Google search for *free online education* or *free online training* or *free online certifications*. Be sure to add your particular industry information to your search (i.e., *free online bookkeeping training*).

The main point is that if you are involved in an education or training program that is both relevant and engaging, the employer will view this as your present occupation.

3. Be Present With Your Own Business

Using your own business on your resume is not only acceptable in today's market, but it is also commendable. Many employers today want their employees to think outside the box and multi-task like an entrepreneur, so having your own business on your resume can show the potential employer that you are willing to take ownership for duties and responsibilities.

Remember, however, that in the interview you want to downplay your business and focus on bringing the skills you have acquired into your new job.

Below is an example of what using your own business can do for you with your resume. In the illustrations below, Verna needed to go back to work after years of being out of the employment market. Her resume started out looking like this:

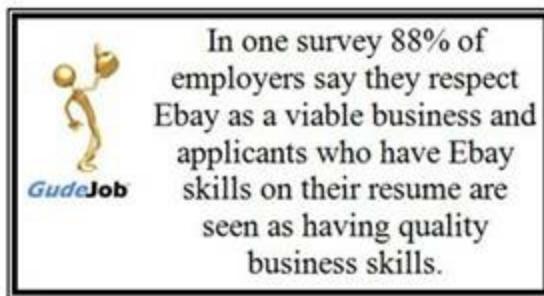


Verna knew that she needed to be present with more relevant work experience to match her objective, so she took a personal inventory of her skills and realized that since closing her hair salon she designed, marketed and sold specialty pillows and pillow cases for women who wanted to keep up with their salon-styled hair. But because she did this off and on while caring for her mother she did not include these skills on her resume. This was a business that she owned and operated for years and was still something that she did on occasion. When this experience was included on her resume it was updated to the illustration below:

Verna Gordon																			
37301 Oak Royal Road, Land of Oaks, CA 94506																			
Cell: (510) 555-1234																			
Vigi1050@aol.com																			
OBJECTIVE	To obtain a position where my selling, marketing and problem-solving strengths are used to help customers make quality decisions.																		
SKILLS PROFILE	I am detailed oriented and have over 20 years of successfully developing relationships that foster trust in my recommendations and loyalty to the company and products I represent.																		
EXPERIENCE	<table><tr><td>General Business Manager</td><td>1997 - Present</td></tr><tr><td><i>The Gilead Company</i></td><td></td></tr><tr><td>Designed and manufactured custom specialty pillows and pillow cases for a niche market in the hair care industry. Developed marketing strategies that including designing brochures and other collateral material, writing scripts for and producing television commercials, and attending trade shows to sell to retail customers. Sold products to end users through Ebay and other online channels. Managed the entire distribution process of the product including customer feedback. Also managed all administrative functions of the business including budgeting and accounting.</td><td></td></tr><tr><td>Salon Owner</td><td>1989 - 1997</td></tr><tr><td><i>Vigi Hair Clinic and Salon</i></td><td></td></tr><tr><td>Owned and operated a hair salon for men and women. Sold products, managed staff, payroll, purchasing, and advertising.</td><td></td></tr><tr><td>Account Manager</td><td>1977 - 1989</td></tr><tr><td><i>Xerox Corporation</i></td><td></td></tr><tr><td>Managed the copier needs of government and major corporate accounts in the Bay Area.</td><td></td></tr></table>	General Business Manager	1997 - Present	<i>The Gilead Company</i>		Designed and manufactured custom specialty pillows and pillow cases for a niche market in the hair care industry. Developed marketing strategies that including designing brochures and other collateral material, writing scripts for and producing television commercials, and attending trade shows to sell to retail customers. Sold products to end users through Ebay and other online channels. Managed the entire distribution process of the product including customer feedback. Also managed all administrative functions of the business including budgeting and accounting.		Salon Owner	1989 - 1997	<i>Vigi Hair Clinic and Salon</i>		Owned and operated a hair salon for men and women. Sold products, managed staff, payroll, purchasing, and advertising.		Account Manager	1977 - 1989	<i>Xerox Corporation</i>		Managed the copier needs of government and major corporate accounts in the Bay Area.	
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Notice that the updated resume utilized Verna's own business experience to tie in and enhance her objective on her resume. Take a personal inventory of your own skills by listing all the things that you have done for another person that has benefitted them in some way and that you have been compensated for. It just might be a business that you can add to your resume.

If you feel that you cannot make a business out of your past personal inventory then start a business quickly and inexpensively and then use the skills that it takes to operate it on your resume. You could, for example, start an Ebay business (www.ebay.com), go through the steps of setting up and then learning the business, buy and sell items, and then use the skills needed to complete these tasks on your resume.



The resume section below is an example of person who, in three days, established an Ebay business, bought and sold items, and then listed these skills on his resume – all for less than \$20 of out-of-pocket costs.

EMPLOYMENT HISTORY

Marketing and Sales Manager <i>JR Products Online</i>	2013 - Present
<ul style="list-style-type: none">• Research products to determine their profitability in the marketplace.• Acquire products through various sources including wholesale distributors and other local markets.• Develop marketing strategy in order to maximize sales of products. This includes determining where and when to market the product.• Utilize several distribution methods to determine the most efficient manner to get the product to the customer.• Provide customer service to each customer purchasing products in order to maintain customer satisfaction and increase repeat business and additional sales.• Managed the accounting of the marketing and sales of products.	

Office Manager*Adventure Works*

2008 - 2012

- Responsible for internal sales service.
- Purchased 70% of company's raw materials.

Managed workflow from office setting

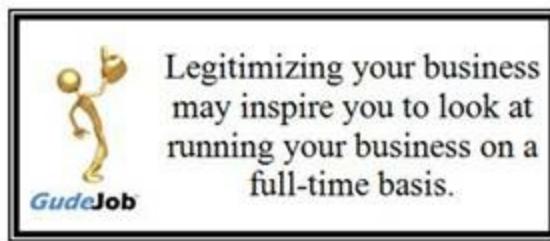
Another practice on how to be present with your own business is using the term "Consultant" on your resume to designate the skills that you have in a particular field which you are currently using. For example, in the resume section below the resume writer uses the term *Consultant* on this functional resume to communicate with the employer that she presently has skills related to the career goals that she is seeking.

The resume is presented in a functionally consistent manner and gives the impression to the prospective employer that this person has a well-rounded experience in her field.

Career Goal	A community relations position.
Summary of Experience	<p>Organizational management skills</p> <ul style="list-style-type: none">• Organized volunteers, secured corporate donations and planned fund-raising events to pay for construction of \$2 million Boys' and Girls' Club facility.• Serve on board of directors for club, help develop policies and procedures, and coordinate annual fund-raising auction, which provides more than \$6,500 for operational expenses.• Recruited to supervise annual fund and membership drive for local library, raising donations 35% and membership 20% in two years.• Served two terms as secretary/treasurer of Parent/Teacher Association and suggested new parent/teacher conference that increased parent classroom participation 35%.• Managed three-member staff at rehabilitation hospital and increased productivity 25% despite operational changes brought on by two new owners in five years. <p>Communication/marketing skills</p> <ul style="list-style-type: none">• Work with local businesses and civic organizations to gain sponsors for 30 soccer, 40 basketball and 25 baseball teams.• Developed brochure to attract and retain club members and sponsors.• Handle publicity for local March of Dimes walk-a-thon, which has seen participation increase 35% and donations increase 40% over the last three years.• Handled three in-house, high-volume accounts for rehabilitation hospital, and helped develop long-term marketing plan that increased number of clients 25%.
Experience	<p>Community Relations Consultant, JR Associates (2010-present)</p> <p>Local Publicity Chairman, March of Dimes Walk-a-thon (2009-present)</p> <p>Staff Consultant, Memorial Hospital, Batesville, Ark. (2009-2010)</p>

If you are going to use your own business on your resume it is a good idea to legitimize it so that it will indeed be presented as a business that you are actually running. Legitimizing your business means you have a professional business name along with collateral material like business cards, brochures, and a website. You might even have a separate mailing address and phone number, although these are not mandatory.

Another way to legitimize your business is to list it on Google, Yahoo!, Yelp, and Bing (just to name a few). Then if the employer finds your business by doing an internet search it adds credibility to you as an applicant and acts somewhat as another reference check.

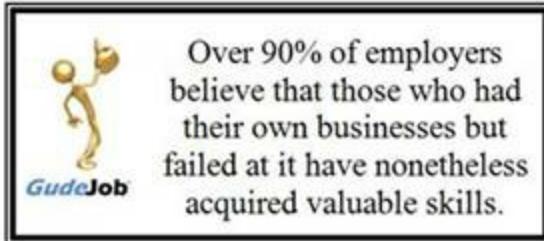


Having your own business can be impressive and can do a lot of good for your resume. However, you must be careful not to rely on the owning-your-own-business aspect too heavily. If you appear to be a die-hard entrepreneur, red flags are sure to go up in the mind of the employer. He or she may want to know why you, the business-owning person, are applying for their job. *Is this temporary? Are you here for just a pay check? Is this just a stepping stone? Would you be too distracted with your own business to focus on my needs? Are you stressed out?* These might be some of the questions on the employer's mind.

To alleviate their fears you may want to let the potential employer know that your business has helped you get to a certain point of success and acquire certain skills that you are now ready to use in a position that can offer you growth. In addition, you can say that you have tried the entrepreneurial aspect for a time and found you prefer working at a company where you can concentrate your skills in one area instead of spreading yourself thin over all areas of a business. The goal would be to let the employer see that you have already transitioned from self-employment to employment with a company.

Sharing this information would normally occur during the interview process since the employer may not be able to tell from your resume that you are in your own business. In fact, it is a good idea NOT to put "Owner" or "Business Owner" on your resume as the *present* position since you want the employer

to focus on your skills rather than questions that would arise from seeing a business owner now applying for a job.



Understand that the employer wants to know what relevant skills you have presently that can benefit their business. So there are definite advantages in using the experiences from your own business to show the employer that you are present and to help you move *From Resume to Work*.

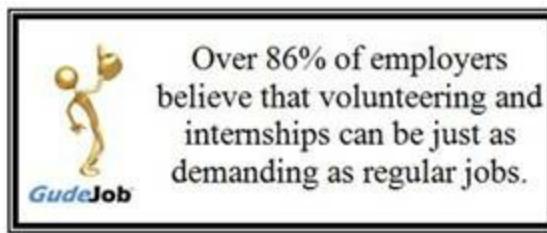
4. Be Present As A Volunteer

There is a Catch 22 in today's job market – you can't get the job without experience, and how do you get the experience if you can't get a job? One answer is volunteering. Volunteering is usually associated with working for essentially no regular pay in exchange for experience or some other benefit and can occur in various setting including: a not-for-profit organization, an established for-profit business, or a startup company.

Volunteering for a not-for-profit organization is traditionally what volunteerism is all about. When an organization lacks the human resources needed to fulfill a particular cause volunteers are the non-paid staff used to help support the mission. In a win-win situation the organization fills a position and the volunteer gets the experience.

When you want to add a not-for-profit to your resume as your present work experience you should find an organization that allows you to volunteer in your field. For example, if you have experience as an Administrative Assistant you can sign up through VolunteerMatch.org or VolunteerGuide.org, or simply do a search for volunteer opportunities in your area and specifically request positions that match your experience or interest.

Volunteering with a for-profit business is called an *internship* (or sometimes called an *externship*). Interns can receive no pay or they may receive a small stipend on a regular basis like paid employees or at the end of their internship period. The benefit to the business is that interns can add value to the business by completing needed tasks, and the benefit to the intern is that they receive on-the-job training and the opportunity to apply for any open positions before they are advertised.



Most people think of internships as only summer opportunities for those in college, but a few savvy job-seekers are using internship strategies to find permanent job. Some strategies include:

- a) Updating their resume to include a Career Objective as an Intern (or Extern) for a company that would

help hone their skills.

- b)** Signing up for an online class and stating on their resume that they are seeking an internship where they can apply their training.
- c)** Specifically looking for internship opportunities online.
- d)** Contacting employers posting jobs and asking them for a temporary, part-time, non-paid internship.

In one case the employer posted a job for a bookkeeper when “Sara,” who had just completed reading *From Resume to Work*, sent in her resume with the words, “Experienced Bookkeeper Seeking Non-Paid Internship.”

In her cover letter Sara stated that she was taking several Sleeter Group QuickBooks training seminars (www.Sleeter.com) and wanted to intern in order to use her bookkeeping skills and the new material she was learning from these seminars. The employer was impressed by her request and called her in for an interview.

During the interview Sara brought an Internship Agreement which stated that she would work for 20 hours a week for twelve weeks after which she and the business would sit down and evaluate their relationship. The agreement stated that during the internship if the company wanted her to work more than 20 hours a week, Sara would be allowed to bill the business at a rate of \$20.00 per hour for the additional hours worked.

Sara was hired as an intern and the part-time schedule allowed her the flexibility to not only look for other jobs, but also have a present job on her updated resume. After the twelve-week period, however, Sara did such a great job as an intern that she was offered a job as the regular, full-time bookkeeper.

Volunteering for a startup company is a bit trickier because these companies quite often don’t have a track record and cannot offer the stability that an established business or not-for-profit can. According to the Small Business Administration one-third of new employer companies fail within two years, half will fail within five years, and two-thirds of new employer companies will fail within ten years (www.sba.gov).

Even with this risk, startup companies can offer volunteers a wide range of experiences and provide opportunities to grow the company from the ground up. Some volunteers may even be offered an equity stake in the company in return for their services, but this is usually offered to those who

have a specific skill-set that the company needs. (There are many exceptions, however, like graffiti artist David Choe who received stock for painting the offices of Facebook which at the time was worth only several thousand dollars. David held onto the shares and when Facebook's stock went public David's shares were worth about \$200 million.)

If you choose to volunteer for a startup company you may want to develop the mindset that the job is simply an opportunity to develop your skills and springboard you to the next paying job. With that said, you still must keep a balanced perspective that when you work you want to do the best job you can because you never know what opportunities will become available.

The upside of volunteering for a startup company is that there are tons of them in every different field imaginable so that opportunities abound. The downside is that start-up companies have so many needs that they could bleed you dry and leave you feeling used. Before you volunteer for a start-up be sure to set your goals and boundaries (for example, only being available on Tuesdays and Thursdays), and interview the startup as a regular business would interview you.

Looking for a startup opportunity is not difficult. There are a number of websites such as startuphire.com or startupers.com where you can view startup companies. Although these sites have a heavy bent towards tech jobs, it doesn't prevent you from contacting them to say that you are looking for a volunteer opportunity in your field, which could include work from administration to warehouse support and more.

Jeff, for example, took this strategy a step further. After going through *From Resume to Work* he began looking in local newspapers in the fictitious business name filing sections to get the name, address, and contact information of all types of startup companies that are required to publish their business information.

Jeff began sending companies his resume and cover letter stating that he wanted to volunteer for a startup company that could use his expertise. Within two weeks Jeff had three responses to his resume. He met with each company and selected the one he felt would sharpen his skills and offer him the flexibility to look for other opportunities should they arise outside the startup.

Jeff volunteered 30 hours a week and then used the volunteer job to update

his resume as presently working. This landed him a part-time job that helped him make ends meet. Four months later the part-time job offered him a full time position and Jeff cut his volunteer time to 12 hours a week because he wanted to stay connected with the company believing that it had potential. A year later the startup received several substantial long-term contracts and offered Jeff a position for nearly twice the salary he was making at his regular job. Jeff jumped at the opportunity and has been with the company ever since. Today, the company is no longer a startup.

If you are working as a volunteer in any capacity it is more than acceptable to add this information to your resume as you would any other job. In the resume section below, no one can tell that this job applicant is volunteering for a start-up company.

Operating Systems		
Work Experience	Assistant Programmer Analyst <i>A. Datum Corporation</i> , Mt. Laurel, NJ	2013 to present
	<ul style="list-style-type: none">Assistant to Lead programmer on project to re-engineer sales order systemDesigned and implemented systems utilizing EID and IVR enabling technologiesWorked closely with clients to establish problem specifications and system designsWorked with Programmer Analyst to supervised two contract programmers	
	Programmer Analyst <i>Fabrikam, Inc.</i> , Philadelphia, PA	2008 - 2012
	<ul style="list-style-type: none">Lead programmer on two corporate projects to upgrade segments of claims and premium processing systemsDeveloped and implemented several enhancements to worker's compensation and commercial auto systemsDesigned and coded systems to upload data from PC-based policy rating system to mainframe	

The great thing about volunteering is that you can find opportunities that match your interests, experiences, or availability; and, as soon as you begin working you can update your resume to show your next employer that you are present.

Remember that if you are a star volunteer many organizations will try to carve out a paid position to keep you. Always take any volunteer position as seriously as you would a regular job. You may find a job there or use the position to get an enthusiastic recommendation for your next position.

You Must Be Present Checklist

Point 1: Your resume is more impressive to employers if you are presently working.

Point 2: Being present with education is more impressive to potential employers if you are enrolled in a relevant program that requires a majority of your time.

Point 3: Owning your own business will help you keep your resume skills up-to-date, but be careful not to push your entrepreneurship on the employer.

Point 4: Becoming a volunteer is a great way to show the employer that you are active in the job market and can be just like having a regular job.

COVER EVERY POINT

Question: When an employer receives your resume and cover letter, what key factor strongly compels them to pick up the phone or send you an email to ask you to come in for an interview?

Answer: Covering every point.

This section discusses the primary strategy for connecting your resume with the employer; that is, covering every point they make in the job announcement. The employment psychologists who train employers how to weed out applicants from their resume are the same people who strongly encourage employers to consider applicants who cover every point in the job posting. Therefore, if you want to absolutely increase your resume response rate you must cover every point the employer lists in the job announcement.

Employers have human resource needs and list their needs in job announcements in two main categories: qualifications and responsibilities. You cover every point by addressing every need in each category. The more you can say yes to each need, the more you compel the employer to respond to you.

When you cover every point the employer's response to call you in for an interview can be triggered by several factors:

- a)** The employer can easily identify that you have the skills and experience to do the job.
- b)** The employer is part of a hiring committee which scores resumes and because you leave no stone unturned your resume receives one of the top scores.
- c)** The employer is scared to death of being sued for not following the non-discriminatory legal requirements of finding the best qualified candidate for the job.

A study several years ago quoted employers as stating that less than 5% of job applicants responded to their job announcement by covering every point. This means that in most cases employers are left to face the often daunting task of finding out whether or not an applicant should be given an interview based solely upon their resume.

When you cover every point you have just made the employer's job of hiring

you so much easier. You have actually given the employer some insight on the type of employee you could be for his or her company; that is, one that fulfills their human resource needs.

1. Cover Every Qualification

In order to cover every point to the employer's satisfaction start with the "Qualifications" section (which is sometimes called "Minimum Qualifications" or "Required" section).

As stated in the *Resumes That Get Rejected* section, you should do a checklist of qualifications to see how many you can satisfy. Don't fool yourself into thinking that if you shine in one area but fail to meet the minimum qualifications in other areas the employer would simply average out the score and call you in for an interview anyway. This is simply not the case, especially in today's job market where there are often many applicants for every listed position. Stated plainly, do not take the minimum qualification requirements as a suggestion.

The employer has the qualifications listed for a reason so the first action taken after an initial cursory overview of your resume is to see if you meet all the minimum qualifications. If you clearly don't, do not waste the employer's time because he might remember you. If you are not sure and still want to apply, let the employer know why you believe your particular qualification meets their minimum requirements.

How do you cover every qualification? You do this in four steps:

Step 1: Identify the qualifications on the job announcement. This may sound easy enough but employers sometimes use Qualifications, Requirements, Responsibilities, Skills, and Duties interchangeably. Qualifications are normally something that you need to have already to get the job. If an employer lists something that you will be doing or something that is preferred, it probably is not a true qualification.

Step 2: List the qualifications in the order they appear. (Not always but quite often they are listed by the employer in order of importance.)

Step 3: After each qualification write one sentence on why or how you meet that qualification.

Step 4: Remove the employer's qualification request leaving your list on how you cover every qualification. You can now use your list to connect with the employer.

To illustrate this strategy the figure below shows an excerpt of an actual job announcement for a Corporate Recruiter. The employer does not list a Qualifications section but rather states, "To be successful you will want to have:" which in essence is a Qualifications list.

To be successful you will want to have:

- Bachelor's degree in business or equivalent experience.
- 3-5 years of successful permanent recruiting for complex skill sets in a corporate setting.
- Strong interviewing skills and the ability to build rapport with candidates while gathering information for hiring decisions.
- Excellent written and verbal communication skills, articulate phone skills.
- Experience and high proficiency using Microsoft Office (Outlook, Word, and Excel).

When you've identified the qualifications keep them listed as they appear. Then write a sentence after the qualification on how or why you meet that qualification as illustrated below.

To be successful you will want to have:

- Bachelor's degree in business or equivalent experience. **I have a Bachelor's degree in Business Communication from San Jose State University.**
- 3-5 years of successful permanent recruiting for complex skill sets in a corporate setting. **I have over 6 years experience of successfully recruiting professionals for a downtown corporate office and sales offices of a large corporation.**
- Strong interviewing skills and the ability to build rapport with candidates while gathering information for hiring decisions. **I organized over 200 interviewing committees where as the lead interviewer I maintained rapport with each candidate as I led them through the interviewing process.**
- Excellent written and verbal communication skills, articulate phone skills. **I utilized my excellent writing, verbal communication, and telephone skills to follow up with each candidate by phone, email, and written correspondence to let each candidate know their hiring status.**
- Experience and high proficiency using Microsoft Office (Outlook, Word, and Excel). **I utilized Outlook, Word, and Excel on an intermediate level, often providing instruction to my colleagues on various tips and trick to increase their efficiency with these tools.**

Then remove the qualification requirements from the employer and use every point that you covered in responding to the job announcement. You can respond in your resume, an email reply, or in your cover letter as shown below.

June 30, 2013

Dear Prospective Employer:

I was excited to see your advertisement on Craigslist for a Corporate Recruiter because every qualification you ask for I have and more which includes the following points:

- I have a Bachelor's degree in Business Communication from San Jose State University.
- I have over 6 years experience of successfully recruiting professionals for a downtown corporate office and sales offices of a large corporation.
- I organized over 200 interviewing committees where as the lead interviewer I maintained rapport with each candidate as I led them through the interviewing process.
- I utilized my excellent writing, verbal communication, and telephone skills to follow up with each candidate by phone, email, and written correspondence to let each candidate know their hiring status.
- I utilized Outlook, Word, and Excel on an intermediate level, often providing instruction to my colleagues on various tips and trick to increase their efficiency with these tools.

I look forward to hearing from you soon. Thank you.

Using bullet points to list your qualifications helps to ensure that you have covered every point. Make sure that the employer can reference each bullet point not only in your cover letter, but also on your resume. For example, the sample cover letter above refers to the applicant having a Bachelor's degree in Business Communication from San Jose State University. This information must correspond with what is on the resume as shown below. The employer should have no problem matching what is stated on the cover letter or email correspondence to what is documented on the applicant's resume.

EDUCATION	
Bachelor's Degree: Business Communication	2005
San Jose State University, San Jose, CA	
GPA: 3.325 (Cum Laude)	
• Member: Pi Mu Epsilon Professional Business Society (2003-2005)	
PROFESSIONAL EXPERIENCE	
HR Recruiter Specialist	2007 - 2013
A. Datum Corporation, Boca Raton, FL	
• Organized over 200 interviewing committees to procure applicants	
• Successfully recruited 20% of top management for the organization who are still with the company	
• Trained 60% of HR staff on new HR software, saving the company \$80K in outside training costs	
• Achieved a 92% acceptance rate while leading applicants through the recruitment process.	

2. Cover Every Responsibility

The responsibilities section of the job announcement is sometimes called “Duties” or “Job Description,” and the purpose of this section is to give you an idea of your day-to-day activities at the company.

When you cover every *qualification* you can simply restate to the employer the qualification that you have; however, when you cover every *responsibility* it’s best to give an example of how you can handle that responsibility. You do this in four steps:

Step 1: Identify the responsibilities on the job announcement by reviewing the entire job announcement looking for any reference to what you might be doing or what you might be responsible for at the company.

Step 2: Make a check list of all the responsibilities that you find (you can list them as bullet points initially as you did with the qualifications).

Step 3: After each responsibility give an example on how you have handled a responsibility similar to what the employer wants you to do. If possible, it is best to list the responsibilities as success you had in that area (i.e., “Earned Sales Person of the Month for selling \$80K in merchandise during our slow season.”)

Step 4: Remove the employer’s responsibilities leaving your own that you can use in your cover letter or resume. To illustrate covering every responsibility the illustration below comes from a section of an actual job announcement.

Executive Assistant for FUN Startup - \$70K

Responsibilities:

- ✓ Manage executive travel and speaking engagements.
- ✓ Complete projects on time and with little supervision.
- ✓ Cheerily and tactfully manage non-private inbound inquiries to the CEO.
- ✓ Manage various executive correspondences, prudently sorting which to manage yourself or leave to the executive, and how to prioritize them.
- ✓ Be psychic. Proactively find ways to make the CEO's life easier by being observant and asking questions.
- ✓ Manage complex calendaring for all day-to-day business and personal activities.

Once you have identified the responsibilities it is always a good idea to keep them listed as they appear. After each responsibility write a sentence or two giving an example on how you have performed the same or similar responsibility. This absolutely makes a connection with the employer. See the illustration below.

- ✓ Manage executive travel and speaking engagements. As the Executive Assistant to the COO for HAFCI one of my many hats included Event Planner where I managed travel and other arrangements for all keynote speakers. I received "Thank You" notes from 99% of speakers for successfully arranging all their travel conveniently and correctly.
- ✓ Complete projects on time and with little supervision. I earned a 100% on-time project completion rate, mostly for projects where I had little or no supervision.
- ✓ Cheerily and tactfully manage non-private inbound inquiries to the CEO. Since we operated multiple sites I had to manage inquiries from direct reports, senior staff, the media, and external stakeholders, often having to use my charm and wit to manage a range of personalities.
- ✓ Manage various executive correspondences, prudently sorting which to manage yourself or leave to the executive, and how to prioritize them. Each day I prioritized all general correspondence to the COO that I didn't manage myself as "Urgent," "Important," or "ASAP," daily providing the COO with the status of each. Received kudos for saving the COO 12 hours a month of correspondence time.
- ✓ Be psychic. Proactively find ways to make the CEO's life easier by being observant and asking questions. Each day I shared the horoscope with the COO. I am also a regular caller to the psychic hotline which helped me be proactive to the COO's needs.
- ✓ Manage complex calendaring for all day-to-day business and personal activities. I proficiently used Microsoft Outlook to manage the COO's complex personal calendar.

Finally, remove the employer's responsibilities and use your examples in a cover letter or email reply. (See example below.)

Dear Prospective Employer:

I am responding to your ad for an Executive Assistant. I have experience working as Executive Assistant to the Chief Operations Officer (COO) at an organization called HAFCI where we operated multiple sites and I managed inquiries from direct reports, senior staff, the media, and external stakeholders, often having to use my charm and wit to manage a range of personalities. I also had a weekly project meeting where I reported on the status of current projects. I earned a 100% on-time project completion rate, mostly for projects where I had little or no supervision.

Each day I sorted through all correspondence for the COO, separating each into "Urgent," "Important," and "ASAP" categories, daily providing the COO with the status of each. I daily shared the horoscope with the COO because I am also a regular caller to the psychic hotline which helped me to be proactive to the COO's needs.

I proficiently used Microsoft Outlook to manage the COO's calendar and to managing travel and other arrangements for all keynote speakers. I received "Thank You" notes from 99% of speakers for successfully arranging all their travel conveniently and correctly.

My resume is included for your review and I hope to hear from you soon. Thank you for your time and consideration.

Sincerely,

Pat Applicant

You can also use this in the Summary of Experiences section in your resume

as illustrated below. Remember that in order to connect with the employer, make sure that whatever response you use in your cover letter or email it should correspond with what you have on your resume and easily identified by the employer.

SUMMARY OF EXPEREINCE

Executive Assistant with over six years experience assisting upper management with event planning, travel arrangements, calendar prioritizing, project management, and other administrative duties. Proactive multi-tasking skills in being able to manage inquiries from direct reports, senior staff, the media, and external stakeholders while completing projects on time with little or no supervision.

PROFESSIONAL EXPERIENCE

Executive Assistant to the COO 2006 to present

HAFCI, San Francisco, California

- Assisted the Chief Operating Officer (COO) with all scheduling and planning activities for a multinational corporation with offices in both in the United States and ab

3. Cover Every Point

Some employment postings do not have applications sections neatly divided into Qualifications and Responsibilities and in these cases the postings are an assortment of qualifications, responsibilities, duties, skills, requirements, and minimums listed in no particular order. Job announcements like these are often posted by small businesses or companies without a Human Resource department. This is especially true when you see a job announcement where the qualifications and responsibilities are given in paragraph form and provide a less formal description of the work environment such as the example below (we numbered each sentence for illustration):

THIS IS A PERMANENT EXPANSION OPPORTUNITY.

(1) We will be interviewing this Saturday so when responding please indicate if you are available to interview on Saturday. (2) For you regular ad-surfers who have seen this add before note that this will hopefully be the last day of interviews.

(3) Exceptional opportunity for a Tax Enrolled Agent/Full Charge Bookkeeper with 3+ years of relevant CPA FIRM experience (you will be doing mostly tax work with some bookkeeping work as we expand into more bookkeeping clients). (4) We always take a company paid three-day weekend in March and never work the Labor day weekend. (5) You can expect to work about 100-150 hours of paid overtime a year spread out over our seven busy months of March through September. (6) Our boutique tax & financial planning CPA firm has concentrations in entertainment, law, technology, small business, and other professionals. (7) We are looking to expand our bookkeeping services and this is where you come in.

(8) We are looking for someone who can take a shoe box and make financial statements out of it and get it into the tax software for a CPA to review. (9) You will be responsible for monthly bookkeeping/write up, payroll, city business tax, and more, for ongoing clients. (10) You will do start-to-finish tax returns for potential clients that are too small for our current CPA staff which we normally turn away.

(11) You will be trained in advanced tax preparation, client interaction, and client development. (12) You will need to be a self-starter with excellent interpersonal and communication skills. (13) Our long term goal will be that you continue to improve your professional skills and develop some of your own. (14) Success will bring great financial rewards.

(15) Our 11th floor, ocean view, smart casual dress code offices are in Brentwood. (16) You will receive four weeks' vacation (two office designated and two your choice), the usual holidays off, a complete benefits package including dental, and some of your compensation may be paid in a tax advantaged fashion if you qualify.

(17) We take two half-days a year after April and October, and devote them to a nice long elegant staff lunch with the rest of the day off after lunch. (18) The 59 year old principle CPA skis 20+ days a year and takes 6+ weeks of vacation a year and believes in treating staff as he would like to be treated himself.

(19) This is a permanent growth position where you will work hard and be well compensated for your success but still have time to have a balance in life and career. (20) When responding put, "I have Tax & Bookkeeping Experience," in the title so we know you are not an Autobot as this has the potential to be a mutually beneficial relationship.

A job announcement like this may initially confuse you because the qualifications and responsibilities aren't easily identifiable, and for a CPA firm which has to be exact and calculating, whoever wrote this job announcement is probably a free-spirited person.

For an announcement like this you must resist the temptation to respond in kind (free spirited) and realize that at the end of the day every employer wants to know that they've been heard. Therefore, even for seemingly rambling job announcements you must cover every point. You do this in seven steps:

Step 1: Number each sentence. This may seem tedious at first but it will save you time and effort when covering every point.

Step 2: Categorize each sentence as a Qualification (Q) – what you need to get the job; Responsibility (R) – what you will do after you get the job; or, Something else (S) – what you may have to address that is not a Q or R.

Step 3: Group the sentences by Q, R, or S.

Step 4: Look at the Q's first. Make sure that you qualify for every Q listed. Then respond to each Q as you did when covering every qualification above.

Step 5: Next, look at all the R's and respond to them as you did when covering every responsibility above.

Step 6: Next, look at all the S's. Some of them may be information that you don't need or may require a specific course of action.

Step 7: Finally, translate your response in your email, cover letter, or resume as described earlier.

In the job announcement illustrated above we already assigned each sentence a number. The next step is to categorize each sentence as a Qualification (Q), Responsibility (R), or Something else (S):

(1) **Q:** If you are not able to make it on Saturday you cannot apply.

(2) **S:** This is just information the employer shares with applicants.

(3) **Q/R:** You must have 3+ years of relevant tax and bookkeeping experience to apply (Q), and will be doing tax work with some bookkeeping (R).

(4) **S:** This is more information the employer shares with applicants.

(5) **Q:** You must be willing to work about 150 hours of paid overtime each year. If you cannot do it for whatever reason, don't apply.

(6) **R:** The employer mentions these areas of practice to let you know that this is the area you will work in as well.

(7) **R:** A part of your responsibilities is to help the firm expand their bookkeeping services in the areas just mentioned.

(8) **Q:** You must be a person who can take an accounting mess and organize it in a particular software program so a CPA can review it. In other words, if you are not detailed and organized and accurate, don't apply.

(9) **R:** This is a description of what you will be doing at the job.

(10) **R:** This is more description of what you will be doing at the job.

(11) **R:** This is description of what you will be doing at the job as far as training is concerned.

(12) **Q:** If you are not a self-starter or have excellent interpersonal and communication skills, don't apply.

(13) **R:** The employer wants you to be willing to develop and improve your professional skills.

(14) **R:** The employer wants someone who sees success as financial rewards.

(15) **R:** The employer is giving you a feel for the office environment that you need to be able to work in.

(16) **R:** You need to be flexible enough to accept the 2 weeks of vacation that they give you and not take vacation during the tax season.

(17) **R:** You need to be willing to participate in staff luncheons.

(18) **S:** This is more information the employer shares with applicants.

(19) **R:** The employer wants you to be a balanced person (but not during tax season).

(20) **S:** This is a critical sentence because it looks very much like one of those applicant test that the employment psychologists want employers to use to weed out applicants. You are given specific instruction to put "I have Tax & Bookkeeping Experience" in the title of your email response. Not only should you put this text in the title of your email, but also make sure that it is exactly as it is written (even with the ampersand "&").

After each sentence has been categorized they are then grouped by qualification, responsibility, and something else:

Q: Sentences 1, 3, 5, 8, 12

R: Sentences 3, 6, 7, 9, 10, 11, 13, 14, 15, 16, 17, 19

S: Sentences 2, 4, 18, 20

Next, look at all the Q's first to make sure that you meet every qualification. If you do meet every qualification then respond to each Q and each R as you did above, remembering to write a sentence after each Q stating your qualifications and giving an accomplishment or an example for each R to illustrate how you can handle that responsibility.

Once you have responded to each Q and R, see if there is anything that is required to do with each S. In this example sentence #20 appears to have a sample test for applicants by requiring them to respond by email (no phone calls and no letters), and then use specific wording in the title of the email.

The last step is to put together your response to the employer in your email, cover letter, or resume. Putting each Q and R on a cover letter, for example

might look something like this:

RE: I have Tax & Bookkeeping Experience

Dear Perspective Employer:

I am very interested in this permanent expansion opportunity with your company that I read on craigslist and am available to interview with you on Saturday. I have over 10 years of tax and bookkeeping experience with Arthur Andersen where I annually put in over 180 hours of overtime, especially when I had to shred Enron documents. I am a self-starter with excellent interpersonal and communication skills which I have used to create QuickBooks quality financial statements for my managing CPA out of shoeboxes of client information. My additional accomplishments include:

- Assisting our firm to expand from 30 bookkeeping clients to over 1,500 in 4 years. Clients were in the areas of entertainment, law, technology, small business, as well as other professionals.
- Managing the bookkeeping, payroll, and tax-related issues on a monthly and annual basis for a majority of our clients that we normally would have farmed out to smaller firms.
- Completing 10 of the 12 steps of the annual post-Andersen former accountants training seminars, planning to finish the final two steps which would improve my professional development and further put me onto the coveted road of financial success.
- Participating in the Company Culture Management Review Team where we increased productivity by instituting an office culture of professional casual dress, quarterly staff power luncheons, vacation differentials, and guidelines for establishing a balanced work life.

My resume is attached for your review. I look forward to sharing skiing stories with the principle CPA. Thank you and have a very nice day.

Sincerely,

Pat Applicant

Again, do remember to make sure that whatever you say on an email or cover letter corresponds to what you have on your resume and easily identified by the employer.

Don't Get Tempted

If the examples and exercises in this chapter seem like a lot of work in order to respond to job announcements, know that it is. But also know that it is the few who choose to understand and employ these strategies that rise above the rest and connect with the employer to get the interview that lands them the job.

Learning how to connect with the employer is like anything new you had to learn where at first it's difficult and time consuming—and perhaps you were tempted to give up—but as you press through the learning curve you will find that the newness wears off and soon enough you become good at responding to job announcements.

The same is true with these strategies in *From Resume to Work*. The more you employ these techniques—the second time, the fifth time, the twelfth time, etc.—the easier it will be to respond to each announcement. Therefore, don't get tempted to go back to responding to employers in ways that kept you unemployed.

When you do get tempted to go back, refer to the study below conducted in 2008 and again in 2012 where we created a resume and cover letter for Pat Applicant who was looking for an Administrative Assistant position. Every Monday for six weeks we responded to job announcements on Craigslist spending two hours using the Blasting Method and two hours using the strategies in *From Resume to Work*. The results are given below:

Pat Applicant

Education: A.A. Degree

Experience: Six years

Skill Level: Intermediate Word, Excel, Outlook, Internet, etc.

Employers: Two

Present: Education

2008	Blasting	From Resume To Work
Duration	6 Mondays	6 Mondays
Hours Each Monday	2	2
Resumes Each Monday	35	5
Total Resumes Sent	210	30
Employer Connections	1	6
Resume Response Rate	.41%	20.0%

2012	Blasting	From Resume To Work
Duration	6 Mondays	6 Mondays
Hours Each Monday	2	2
Resumes Each Monday	50	5
Total Resumes Sent	300	30
Employer Connections	2	8
Resume Response Rate	.67%	26.67%

The results of our study for this book clearly show that it's not how many resumes you send but how you connect with the employer that will move you *From Resume to Work*. On another note, the Employer Connections received in our study under the Blasting method were for jobs on the lower end of the pay scale which did not match the Administrative Assistant position Pat Applicant desired.

In the final section you are given several checklists to help you before you get started. Take a few moments to go through the checklists before looking at your first job announcement in order to put these strategies into practice.

Covering Every Point Checklist

Point 1: Covering every point on the job announcement is the key to increasing your resume response rate.

Point 2: Make sure that you can meet each qualification before covering every point for qualifications.

Point 3: Respond to each qualification by writing one sentence on why you meet that qualification.

Point 4: Respond to each responsibility by giving an example of how you can handle that responsibility.

Point 5: If the job announcement does not have clear sections then group each sentence by qualification, responsibility, or some other task or information and then respond to each section as you would a qualification or responsibility.

Point 6: Responses can be listed as bullet points or in paragraph form.

Point 7: To maximize connecting with the employer it is best to put responses in both the cover letter and the resume.

CHECKLISTS BEFORE GETTING STARTED

At the beginning of one of my job information workshops I asked the 46 participants this question: "How many resumes do you think you can send out in a typical three-hour period?"

The responses shot back varying from twenty to sixty. I then asked, "How many responses from those resumes do you think you'd receive back from employers who actually want to interview you?"

The participants were a bit more sheepish as people confessed that they might receive one, but more often none. I then asked, "How would you like for me to show you how to take that same three-hour period and generate three or more responses to your resumes?"

Your Checklist Before Getting Started

I had their attention. I then began by giving them this checklist to review before they could get started increasing their resume response rate:

- a)** Understand that increasing your resume response rate requires a little time and effort in order to develop the skills before it can become second nature.
- b)** Start with a completed resume and cover letter and then use these as templates that will be tweaked for each job announcement that you respond to. If you are not comfortable tweaking your resume and cover letter, get a tweaker to help you.
- c)** Make sure that you have something that you are doing presently that you can show on your resume. Never send out a resume which essentially says you are doing nothing right now.
- d)** Take each step in responding to every qualification and responsibility without skipping a point just because you feel it doesn't apply to you.
- e)** Use the employer's own words as much as possible when responding to each qualification and responsibility. It's not plagiarism; it is speaking your employer's language.
- f)** Don't be afraid to sound redundant on your resume, email response, and cover letter by covering the same point over and over. At least you'll be consistent.

Your Checklist For Each Job Announcement

I also shared this checklist that I wanted participants to use for each job announcement:

- a)** Do I meet all minimum qualifications? (If not move on to the next job announcement.)
- b)** Write one sentence next to each qualification on why I meet that qualification.
- c)** Given an example next to each responsibility of how I can handle that responsibility.
- d)** Write a cover letter or email response using the responses to each qualification and responsibility.
- e)** Make sure that each qualification and responsibility that I mention on my cover letter or email response can be easily located on my resume.
- f)** Double-check to make sure that my resume and cover letter (or email response) are consistent.

Your Checklist For Staying Diligent

I then shared this information with participants: If you have ever seen an advertisement on how to make big money owning your own business, investing in real estate, or using the internet, what 99% of the ads don't tell you is this: in order to experience success you must put in the time and effort it takes to make it work; and, you have to stay diligent enough to keep working through your learning curve.

Similarly, increasing your resume response rate also requires diligence on your part, which includes:

- a)** Looking at your resume every week to see how you can make it less challenging to employers.
- b)** Resisting the temptation to blast your resume to employers especially where you clearly do not meet the minimum qualifications.
- c)** Spending more time with the job posting to completely respond to the qualifications and responsibilities listed by the employer.

At the end of the workshop I reminded the participants that those who were unwilling to remain diligent and apply what they learned would most likely be out of work far longer than those who did. I ended with, "When comparing apples with apples, I have yet had anyone prove me wrong."

And now you have the strategies and tools you need to make the connection with the employer that is sure to increase your resume response rate. Now it's time for you to get started and to move *From Resume to Work*.

THANK YOU

I would like to thank you again for purchasing this book and I hope that you will find it helpful and rewarding however you apply it.

I also wanted to remind you to get your free gift, *5 Fixes to the Dangling Resume*, by [going here](#). I am developing a Solutions Series to compliment this book in response to requests for additional material about work and working – both in employment and as entrepreneurs.

If you would like to be notified of new releases and additional free offers when they become available please visit www.gudejob.com, and add your name and email address to the appropriate section.

Now I'd like to ask you for a small favor. If you found this book helpful could you please take a moment or two and [leave me a review for this book on Amazon](#)?

This feedback will help me continue to write the kind of books that will help you get results. I really appreciate it. Thank you and have a great day.

C. Edwin Gill